

Douglas County
Quit Line Data Summary
January 1 - March 31, 2003

	County	State
Number of Calls to Quit Line	N = 10	N = 4,042
Percent of Statewide Calls	0.3%	100.0%
Percent of State Population in County¹	0.6%	100.0%

	County %	State %
Gender	N = 9	N = 3,581
Female	77.8%	62.2%
Male	22.2%	37.8%
Race/Ethnicity	N = 8	N = 3,087
People of Color	0.0%	12.9%
White	100.0%	87.1%
Age	N = 9	N = 3,298
Less than 18 years old	11.1%	1.8%
18 - 24 years old	0.0%	14.6%
25 - 34 years old	33.3%	23.1%
35 - 44 years old	11.1%	27.0%
45 years and older	44.4%	33.5%
Education	N = 8	N = 3,197
Did not graduate high school	25.0%	19.2%
High school graduate	25.0%	32.7%
Some college/vocational school	37.5%	36.6%
College graduate	12.5%	11.4%
Caller Type	N = 10	N = 3,656
General Information	10.0%	9.4%
Health care provider	10.0%	3.2%
Tobacco user	80.0%	87.4%
Payer Type	N = 8	N = 2,529
Insured	50.0%	36.7%
Uninsured	0.0%	29.6%
Medicaid	50.0%	33.7%
Heard About	N = 8	N = 3,148
Past caller	12.5%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	37.5%	24.8%
Television	0.0%	18.3%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	12.5%	0.2%
Great Start	0.0%	0.1%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	2.5%
Brochure/Newsletter	0.0%	8.2%
Family or friend	37.5%	24.2%
Health Department	0.0%	4.5%
School	0.0%	0.7%